

Press Release

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Positive exchanges and the 'love your brand' effect for Master Italy at Windows, Doors & Facades, Dubai

A trade fair not only full of stimulating meetings with designers and producers from the entire Gulf area, but also a great opportunity for strengthening the excellent relationships that the company has managed to build in over 30 years of business in the Middle East construction sector - this was the positive outcome of **Windows, Doors & Facades**, which took place from 24th to 26th September at the World Trade Center in Dubai, and saw the participation of over 6 thousand specialized operators from over **70 countries around the world**.

*"It was **a record edition for our company**, demonstrated both by the number of visitors and the attention and professional esteem that the qualified public of the event expressed towards us," comments **Albert Ryzhkov**, Master Area Manager. "We wanted our stand to be welcoming and open to everyone, very **social and full of exchanges**, ideas and sharing among professionals in the windows and doors industry, committed just like us to promoting the culture of aluminium. We fully achieved our objective thanks to the great teamwork of our **Master Gulf** colleagues".*

At **Windows, Doors and Facades**, Master Group aimed to highlight the four product lines that, this year, have most managed to capture the attention of designers and manufacturers of window and door frames all over the world. These are:

- TOPFLEX**: the series that completes the Master offering in packable systems with large openings of up to 3.5 metres in height.
- Minimal Design**: the complete line of handles and cremone bolts
- Tuttavista**: the range of accessories for minimal sliding doors.
- Empire**: the complete line of accessories for curtain walls.

*"Regarding both completed projects and for those in progress, many of our partners have communicated to us their great satisfaction for the tangible contribution that Master Italy has brought to the quality of solutions developed throughout the Gulf area", continues **Ryzhkov**. "This fact rewards*



us with professional satisfaction and gives us so much more energy for the challenges ahead in an area that is still undergoing a robust expansion, given the imminent opening of Expo 2020”.

*“The Dubai exhibition was once again a highly successful event in terms of the variety of visitors and level of innovation fielded by the large number of exhibitors present, and our TOPFLEX series for packable systems was among the most successful smart solutions presented,” adds **Ayman Adeeb**, Master Gulf Area Manager. “People really felt at home at our stand, with many operators wanting not only to exchange technical experiences about existing projects and initiatives, but also to just meet us, have a coffee together and take a photo to share on social media. Many also confirmed their attendance of **BATIMAT**, the professional building trade fair, set to take place in Paris from 4th to 8th November, which we will be sure not to miss”.*